

# Customer Contact Management Forum

“The Malaysian Contact Center Landscape -  
What to Expect in 2007?”

**Date: 19 September 2006**

**Venue: Crowne Plaza Mutiara Kuala Lumpur, Malaysia**

*The annual ATCEN Panel Discussion and knowledge sharing event is here!*

Building on the success of last year's exclusive Panel Discussion event which saw the participation of 40 senior level Contact Center and Customer Service individuals from various industries (see [http://www.atcen.com/anewevents\\_2005.html](http://www.atcen.com/anewevents_2005.html)); ATCEN is organizing this light hearted and beneficial knowledge sharing again. This year's event will be followed by the Certified Customer Contact Management program in the subsequent two days.

The Forum this year will focus on the waves of change the Malaysian Contact Center industry has experienced in 2006 and more importantly what to expect in 2007. Paying special attention to the Outbound environment viewed from the People, Technology and Process perspectives and how this has changed the perception and practices of the industry, this Forum will be enlightening.

In preparation for 2007, we have insights and thoughts from leading industry practitioners and two fascinating presentations from Byron Fernandez, CCAM President and Alan Downe, Lecturer – MMU. The ATCEN Customer Contact Management Forum event is by exclusive invitation ONLY. Requests for seats can be made by emailing [jeremy@atcen.com](mailto:jeremy@atcen.com) or [ken@atcen.com](mailto:ken@atcen.com) (Subject to availability and cancellation).

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## Forum Highlights

- Listen to an overview of the Malaysian Contact Center industry in 2006 from CCAM's President
- Obtain a strategic view as to the happenings of 2006 and it's possible ramifications to 2007
- Learn what the industry's leading individuals think of what to expect in 2007
- Gain and share opinions on how 2006 has been for you and what you expect in 2007
- Understand what the current and impending workforce thinks of working in Contact Centers
- Discover how and what will the Outbound environment will be like in 2007
- Embrace the opportunity to knowledge share best practices of different Contact Centers in various industries
- Extend your professional network by meeting the Industry's Leaders

## Attendees

Heads of Contacts Centers . Customer Service Directors . Head of Services . Services/Customer Support . Contact Centre Directors . Vice Presidents . Sales Directors . Marketing Directors . HR Directors .

## Program Agenda

09:15am – 10:00am	Registration and Welcome Coffee
10.00am – 10.05am	Opening (by Jeremy Lee, Senior Consultant/CFO - ATCEN)
10.05am – 10.35am	Topic: Perceptions of the Malaysian Contact Center Industry <i>Presented by: Mr Alan Downe , Lecturer – MMU</i>
10.35am – 11.05am	Topic: The Significant Activities of Contact Center Operations in 2006 <i>Presented by: Mr Byron Fernandez, President – CCAM</i>
11.05am – 12.35pm	Panel Discussion – “ The Malaysian Contact Center Landscape – What to Expect in 2007?”  Panelists: <ul style="list-style-type: none"><li>• Byron Fernandez, President – CCAM</li><li>• Gary Coman, Technology Management - Cisco Systems</li><li>• Ken Ng, Principal Consultant – ATCEN</li><li>• Mr Alan Downe , Lecturer – MMU</li></ul> Moderator:  Jeremy Lee , Senior Consultant/ CFO - ATCEN
12.35pm – 1.00pm	Q & A  Closing (by Jeremy Lee, Senior Consultant/CFO - ATCEN)
1.00pm – 2.00pm	Lunch and Networking Session ( <i>Lunch will be served at Main Lobby, Glass Lounge</i> )

Come join us in this prestigious event to share and gain knowledge and insights on CRM, Staffing, Technology, Training and the evolution of operations maturity in 2006 from the industry specialists.

**To R.S.V.P, kindly forward the following details to Ken Ng or Jeremy Lee**

1. **Name**
2. **Designation**
3. **Company**
4. **Contact Number (Office/ Mobile)**

**Note: This is an exclusive invitation limited to ONLY the invitee for one complimentary seat.**

**Closing date: 15<sup>th</sup> September 2006**